

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 106189  
**Alt Order #:** 06849034  
**Product Desc:** AFSCME  
**Estimate:**  
**Flight Dates:** 09/05/12 - 09/10/12  
**Original Date / Rev:** 08/31/12 / 09/04/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Campaign Group, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 1600 Locust St.  
 Philadelphia, PA 19102

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** AFSCME  
**Demographic:** A35+  
**Product Codes:** PLI2,PLI1  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	59	\$48,050.00	\$40,842.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	59	\$48,050.00	\$40,842.50	0.00
<b>Totals</b>	<b>59</b>	<b>\$48,050.00</b>	<b>\$40,842.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	26%	\$48,050.00
Market	100%	\$184,807.69

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	21%	\$38,809.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$27,721.15
KTUD	0%	\$0.00
KVVU	35%	\$64,682.69
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$5,544.23

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	--WTF--		3		\$600.00		0.00					

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Advertiser: AFSCME  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			3		\$600.00			0.00			
E 2	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$600.00			0.00			
E 3	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			3		\$1,000.00			0.00			
E 4	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$1,000.00			0.00			
E 5	KSNV	09/05/12	09/07/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$1,500.00	1	0.00	NM	3	\$4,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			3		\$1,500.00			0.00			
E 6	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	--WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			2		\$900.00			0.00			
E 7	KSNV	09/10/12	09/10/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$900.00			0.00			
E 8	KSNV	09/05/12	09/07/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	--WTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			2		\$450.00			0.00			
E 9	KSNV	09/10/12	09/10/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$450.00			0.00			
E 10	KSNV	09/05/12	09/07/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			3		\$325.00			0.00			
E 11	KSNV	09/05/12	09/07/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			2		\$425.00			0.00			
E 12	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$425.00			0.00			
E 13	KSNV	09/05/12	09/07/12		CM	1230-1p	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Agenda 1230pm															
The Agenda 1230pm															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			3		\$325.00			0.00			
E 14	KSNV	09/05/12	09/07/12	The Doctors	CM	2pm-3pm	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
The Doctors															
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			2		\$325.00			0.00			
E 15	KSNV	09/10/12	09/10/12	The Doctors	CM	2pm-3pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
The Doctors															
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$325.00			0.00			
E 16	KSNV	09/05/12	09/07/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
Dr Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			3		\$450.00			0.00			
E 17	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
4PM NEWS (1 hour)															
(4:00 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			2		\$700.00			0.00			
E 18	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
4PM NEWS (1 hour)															
(4:00 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$700.00			0.00			
E 19	KSNV	09/05/12	09/07/12	M-F Early News	CM	5-630p	---TF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--			2		\$1,200.00			0.00			
E 20	KSNV	09/10/12	09/10/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$1,200.00			0.00			
E 21	KSNV	09/09/12	09/09/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News 3 in Prime															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1		\$1,800.00			0.00			
E 22	KSNV	09/05/12	09/07/12	M-F Wheel	CM	7-730pm	---TF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--			3		\$1,300.00			0.00			

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	09/05/12	09/07/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---TF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---TF--			3		\$1,300.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/03/12-09/09/12		M-F Wheel		7-730pm	---ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 22.4,22.5 [PGM CHG = AIRS IN PRIME]															
2	KSNV	09/03/12-09/09/12		M-F Wheel		7-730pm	---ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 22.4,22.5 [PGM CHG = AIRS IN PRIME]															
4	KSNV	09/06/12-09/06/12		Wheel of Fortune in PRIME	M-SA	8-11p / SU	---Th-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 22.2,22.1 [tp chg]															
5	KSNV	09/06/12-09/06/12		Wheel of Fortune in PRIME	M-SA	8-11p / SU	---Th-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 22.2,22.1 [tp chg]															
E 23	KSNV	09/05/12	09/07/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---TF--			2		\$1,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/03/12-09/09/12		Face to Face w/ Ralston		730-758pm	---ThF----	:30		(\$1,000.00)		0.00	NM		
See MG 23.3 [PGM CHG = AIRS IN PRIME]															
3	KSNV	09/06/12-09/06/12		Face to Face in PRIME		8-11pm	---Th-----	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 23.1 09/06 [tp change]															
E 24	KSNV	09/10/12	09/10/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$1,000.00		0.00				
E 25	KSNV	09/08/12	09/08/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$500.00		0.00				
E 26	KSNV	09/08/12	09/08/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$375.00		0.00				
E 28	KSNV	09/09/12	09/09/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
FTBL IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S			1		\$2,400.00		0.00				
E 29	KSNV	09/05/12	09/07/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	4	\$750.00	1	0.00	NM	4	\$3,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--WTF--			4		\$750.00		0.00				
E 30	KSNV	09/10/12	09/10/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$750.00		0.00				
E 31	KSNV	09/05/12	09/07/12		CM	1237a-136am	--WTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Late Night w/Fallon											
				Late Night w/Fallon											
LATE NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--		4			\$425.00			0.00			
E 32	KSNV	09/10/12	09/10/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				Late Night w/Fallon											
LATE NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1			\$425.00			0.00			
N 33	KSNV	09/06/12	09/06/12	Thurs PR 8-9p	CM	8-9pm	---T---	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Thursday Prime 8-9pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---		1			\$4,000.00			0.00			
													Totals	59	\$48,050.00